

Lampiran 1

KUESIONER

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya , dengan judul “Pengaruh *Social Media Marketing* terhadap *Purchase Intention* melalui CRM dan *Brand Equity* Honda di Surabaya ”. Saya berharap responden bersedia untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat anda. Atas ketersediannya saya ucapkan terima kasih.

Hormat Saya,

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A. PERSYARATAN MENJADI RESPONDEN

Beri tanda silang (X) pada jawaban yang menurut saudara benar.

a. Apakah saudara berdomisili di Surabaya?

1. Ya 2. Tidak

(jika menjawab ‘tidak’ mohon tidak melanjutkan pengisian kuesioner)

b. Apakah saudara berkeinginan untuk membeli motor Honda?

1. Ya 2. Tidak

(jika menjawab ‘tidak’ mohon tidak melanjutkan pengisian kuesioner)

c. Pernahkah saudara mengunjungi *website* Honda di media sosial?

1. Pernah 2. Tidak pernah

(jika menjawab ‘tidak’ mohon tidak melanjutkan pengisian kuesioner)

TS = Tidak setuju

N = Netral

S = Setuju

Kuesioner Penelitian

No	Pernyataan	Pendapat				
		STS	TS	N	S	SS
<i>Social Media Marketing</i>						
1	Saya menggunakan media sosial untuk menambah pengetahuan mengenai kinerja motor merek Honda					
2	Saya merasa senang dengan kegiatan yang ditawarkan oleh Honda melalui media sosial					
3	Saya dapat menyampaikan keluhan dan saran kepada Honda melalui media sosial					
4	Saya mendapat respon yang cepat dari Honda mengenai berbagai isu tentang merek Honda di media sosial					
CRM						
1	Honda menyediakan saluran telepon, email, dan kunjungan personal untuk berkomunikasi dengan konsumen					
2	Honda dengan aktif merespon pertanyaan konsumen tentang pelayanan perusahaan					
3	Honda memahami harapan konsumen melalui layanan yang diberikan					
4	Sistem komputer Honda mampu menyimpan, mencari, dan menganalisis data pelanggan sepeda motor Honda melalui kartu <i>we love</i> Honda					
<i>Brand Equity</i>						
1	Sebelum melakukan pembelian sepeda motor Honda maka saya akan melakukan					

No	Pernyataan	Pendapat				
		STS	TS	N	S	SS
	pencarian mengenai merek Honda di media sosial					
2	Saya menyadari keberadaan sepeda motor merek Honda dari media sosial					
3	Saya mengetahui kualitas sepeda motor Honda dari media sosial					
4	Saya memberikan informasi yang positif mengenai merek sepeda motor Honda dalam dialog di media sosial					
<i>Purchase Intention</i>						
1	Jika saya percaya terhadap merek Honda maka keinginan saya untuk melakukan pembelian sepeda motor Honda menguat					
2	Saya lebih suka membeli sepeda motor merek Honda meskipun ada merek lain yang serupa					
3	Saya tetap ingin membeli sepeda motor merek Honda meskipun terdapat merek lain sebaik merek Honda					
4	Tanggapan yang positif mengenai merek Honda akan menguatkan keinginan saya untuk membeli sepeda motor merek Honda					

Lampiran 2

Karakteristik Responden

Resp	Persyaratan menjadi Responden				Karakteristik Responden			
	Domisili	Minat beli	Kunjungan <i>website</i>	Agg komunitas	JK	usia	pend	PK
1	1	1	1	1	2	2	3	2
2	1	1	1	1	2	3	1	4
3	1	1	1	1	1	4	3	2
4	1	1	1	1	2	1	1	1
5	1	1	1	1	1	3	3	2
6	1	1	1	1	2	2	2	2
7	1	1	1	1	2	4	4	2
8	1	1	1	1	2	3	3	2
9	1	1	1	1	1	1	2	2
10	1	1	1	1	1	1	1	1
11	1	1	1	1	2	1	3	2
12	1	1	1	1	2	2	1	4
13	1	1	1	1	2	4	3	2
14	1	1	1	1	2	3	3	5
15	1	1	1	1	1	2	3	2
16	1	1	1	1	1	4	3	2
17	1	1	1	1	2	3	2	2
18	1	1	1	1	1	1	1	1
19	1	1	1	1	2	4	2	2
20	1	1	1	1	1	2	4	4
21	1	1	1	1	2	3	3	2
22	1	1	1	1	1	1	2	3
23	1	1	1	1	2	2	1	2
24	1	1	1	1	2	4	3	4
25	1	1	1	1	2	3	4	2
26	1	1	1	1	1	2	3	2
27	1	1	1	1	1	1	3	2
28	1	1	1	1	1	3	1	2
29	1	1	1	1	2	2	3	4
30	1	1	1	1	2	1	1	1

Lampiran 2 (lanjutan)

Resp	Persyaratan menjadi Responden				Karakteristik Responden			
	Domisili	Minat beli	Kunjungan <i>website</i>	agg komunitas	JK	usia	pend	PK
31	1	1	1	1	2	4	3	3
32	1	1	1	1	1	1	4	2
33	1	1	1	1	1	2	1	4
34	1	1	1	1	2	3	1	2
35	1	1	1	1	2	3	1	2
36	1	1	1	1	2	2	3	2
37	1	1	1	1	1	4	2	2
38	1	1	1	1	1	1	1	1
39	1	1	1	1	2	2	3	3
40	1	1	1	1	1	3	2	4
41	1	1	1	1	2	2	4	2
42	1	1	1	1	2	4	3	3
43	1	1	1	1	1	1	2	2
44	1	1	1	1	2	3	1	4
45	1	1	1	1	2	2	3	5
46	1	1	1	1	2	1	2	2
47	1	1	1	1	1	2	1	2
48	1	1	1	1	1	3	3	2
49	1	1	1	1	1	2	3	2
50	1	1	1	1	1	1	3	2
51	1	1	1	1	2	4	4	2
52	1	1	1	1	1	2	1	4
53	1	1	1	1	2	1	1	1
54	1	1	1	1	1	3	2	2
55	1	1	1	1	2	2	3	2
56	1	1	1	1	2	1	3	2
57	1	1	1	1	2	4	3	4
58	1	1	1	1	2	1	2	4
59	1	1	1	1	1	2	4	4
60	1	1	1	1	1	3	3	4

Lampiran 2 (lanjutan)

Resp	Persyaratan menjadi Responden				Karakteristik Responden			
	Domisili	Minat beli	Kunjungan <i>website</i>	Agg komunitas	JK	usia	pend	PK
61	1	1	1	1	1	2	2	2
62	1	1	1	1	2	1	1	1
63	1	1	1	1	2	3	3	2
64	1	1	1	1	2	4	2	2
65	1	1	1	1	2	3	4	2
66	1	1	1	1	1	2	2	2
67	1	1	1	1	1	4	2	5
68	1	1	1	1	1	1	2	2
69	1	1	1	1	2	3	1	3
70	1	1	1	1	2	1	3	2
71	1	1	1	1	2	3	1	4
72	1	1	1	1	1	2	4	2
73	1	1	1	1	1	1	1	2
74	1	1	1	1	2	4	1	2
75	1	1	1	1	2	2	1	2
76	1	1	1	1	1	1	1	1
77	1	1	1	1	2	3	4	4
78	1	1	1	1	2	4	3	2
79	1	1	1	1	2	2	1	2
80	1	1	1	1	1	3	3	2
81	1	1	1	1	1	2	2	4
82	1	1	1	1	2	1	1	1
83	1	1	1	1	2	3	3	4
84	1	1	1	1	2	2	4	2
85	1	1	1	1	1	1	3	2
86	1	1	1	1	1	4	3	2
87	1	1	1	1	2	2	3	2
88	1	1	1	1	2	3	1	4
89	1	1	1	1	1	2	3	2
90	1	1	1	1	2	1	1	5

Lampiran 2 (lanjutan)

Resp	Persyaratan menjadi Responden				Karakteristik Responden			
	Domisili	Minat beli	kunjungan <i>website</i>	Agg komunitas	JK	usia	pend	PK
91	1	1	1	1	2	4	3	2
92	1	1	1	1	2	3	3	4
93	1	1	1	1	1	2	4	2
94	1	1	1	1	1	1	3	2
95	1	1	1	1	2	4	3	2
96	1	1	1	1	2	2	1	2
97	1	1	1	1	2	1	3	2
98	1	1	1	1	2	4	1	3
99	1	1	1	1	1	2	4	2
100	1	1	1	1	1	3	1	4
101	1	1	1	1	1	2	1	2
102	1	1	1	1	2	1	3	2
103	1	1	1	1	2	4	1	2
104	1	1	1	1	1	2	3	2
105	1	1	1	1	1	3	2	4
106	1	1	1	1	2	2	1	2
107	1	1	1	1	2	4	3	4
108	1	1	1	1	2	1	1	2
109	1	1	1	1	1	2	3	2
110	1	1	1	1	1	3	3	2
111	1	1	1	1	1	2	1	4
112	1	1	1	1	2	4	3	4
113	1	1	1	1	2	1	1	1
114	1	1	1	1	2	2	3	2
115	1	1	1	1	1	3	2	2
116	1	1	1	1	1	2	4	2
117	1	1	1	1	1	1	3	2
118	1	1	1	1	2	3	1	2
119	1	1	1	1	2	2	2	4
120	1	1	1	1	2	4	3	2

Lampiran 2 (lanjutan)

Resp	Persyaratan menjadi Responden				Karakteristik Responden			
	Domisili	Minat beli	Kunjungan <i>website</i>	Agg komunitas	JK	usia	pend	PK
121	1	1	1	1	2	1	1	4
122	1	1	1	1	2	2	3	2
123	1	1	1	1	2	3	3	4
124	1	1	1	1	1	2	3	2
125	1	1	1	1	1	1	1	1
126	1	1	1	1	1	4	3	2
127	1	1	1	1	2	2	1	4
128	1	1	1	1	2	3	3	2
129	1	1	1	1	2	2	1	3
130	1	1	1	1	1	1	3	2
131	1	1	1	1	1	3	2	2
132	1	1	1	1	2	2	1	2
133	1	1	1	1	2	1	3	4
134	1	1	1	1	1	4	1	2
135	1	1	1	1	2	3	3	3
136	1	1	1	1	2	2	2	2
137	1	1	1	1	2	1	1	1
138	1	1	1	1	2	4	2	3
139	1	1	1	1	1	2	4	2
140	1	1	1	1	2	3	3	4
141	1	1	1	1	1	2	1	2
142	1	1	1	1	2	1	1	5
143	1	1	1	1	2	3	1	2
144	1	1	1	1	2	2	2	4
145	1	1	1	1	1	1	3	2
146	1	1	1	1	1	4	3	4
147	1	1	1	1	2	2	3	3
148	1	1	1	1	2	3	2	3
149	1	1	1	1	1	2	1	2
150	1	1	1	1	1	1	2	4

Lampiran 2 (lanjutan)

Resp	Persyaratan menjadi Responden				Karakteristik Responden			
	Domisili	Minat beli	kunjungan <i>website</i>	Agg komunitas	JK	usia	pend	PK
151	1	1	1	1	2	3	1	2
152	1	1	1	1	2	2	3	4
153	1	1	1	1	1	1	3	2
154	1	1	1	1	1	4	3	5
155	1	1	1	1	2	2	2	2
156	1	1	1	1	2	3	1	4
157	1	1	1	1	1	2	2	2
158	1	1	1	1	1	1	3	5
159	1	1	1	1	2	3	4	2
160	1	1	1	1	2	2	1	4

Lampiran 3a**Jawaban Responden tentang Variabel SMM dan CRM**

Resp	SMM					CRM				
	SMM1	SMM2	SMM3	SMM4	SMM	CRM1	CRM2	CRM3	CRM4	CRM
1	2	3	3	3	2.75	4	3	3	4	3.5
2	3	3	2	2	2.5	3	3	4	4	3.5
3	2	3	3	3	2.75	4	4	3	3	3.5
4	4	3	4	3	3.5	2	2	2	3	2.25
5	4	4	3	3	3.5	3	3	3	3	3
6	3	3	4	4	3.5	3	3	3	4	3.25
7	4	4	4	3	3.75	3	3	3	4	3.25
8	4	3	4	3	3.5	3	3	3	4	3.25
9	2	2	2	3	2.25	4	5	4	4	4.25
10	4	3	4	3	3.5	4	4	5	3	4
11	2	2	2	2	2	4	3	4	4	3.75
12	2	2	2	3	2.25	4	4	5	4	4.25
13	3	3	3	3	3	3	3	4	4	3.5
14	3	3	3	3	3	4	3	3	3	3.25
15	3	3	3	2	2.75	4	3	3	4	3.5
16	3	3	3	2	2.75	4	3	4	4	3.75
17	3	3	3	2	2.75	4	4	3	3	3.5
18	2	2	2	2	2	5	5	4	4	4.5
19	2	2	2	3	2.25	5	5	4	4	4.5
20	2	3	3	2	2.5	4	4	4	3	3.75
21	2	2	2	5	2.75	2	2	2	2	2
22	2	2	2	2	2	5	4	5	4	4.5
23	5	5	4	5	4.75	5	5	5	5	5
24	4	4	4	4	4	4	5	5	4	4.5
25	4	5	4	4	4.25	5	5	5	4	4.75
26	4	4	4	2	3.5	4	5	5	4	4.5

Lampiran 3a (lanjutan)

Resp	SMM					CRM				
	SMM1	SMM2	SMM3	SMM4	SMM	CRM1	CRM2	CRM3	CRM4	CRM
27	2	1	1	2	1.5	2	2	2	3	2.25
28	1	2	2	1	1.5	2	2	2	3	2.25
29	4	4	3	3	3.5	3	3	3	3	3
30	3	3	4	3	3.25	3	4	4	3	3.5
31	3	3	3	3	3	4	4	4	4	4
32	3	3	3	3	3	3	3	3	3	3
33	3	3	3	2	2.75	4	3	3	3	3.25
34	3	3	3	3	3	5	5	4	4	4.5
35	2	3	3	2	2.5	4	4	3	4	3.75
36	2	2	2	3	2.25	3	3	3	3	3
37	5	4	4	5	4.5	5	5	5	4	4.75
38	3	3	3	3	3	4	4	4	4	4
39	3	3	3	3	3	4	4	4	3	3.75
40	2	3	3	3	2.75	3	3	3	3	3
41	2	2	2	2	2	4	3	3	3	3.25
42	2	2	2	3	2.25	4	4	4	3	3.75
43	2	2	2	3	2.25	3	3	3	4	3.25
44	2	2	2	3	2.25	4	4	4	4	4
45	4	5	4	5	4.5	5	5	5	4	4.75
46	3	2	3	2	2.5	3	3	4	4	3.5
47	3	2	3	2	2.5	4	3	3	3	3.25
48	2	3	3	3	2.75	3	4	3	3	3.25
49	3	3	2	3	2.75	3	4	3	3	3.25
50	2	3	2	3	2.5	4	4	3	3	3.5
51	2	3	2	2	2.25	3	4	4	4	3.75
52	3	2	3	3	2.75	4	4	3	3	3.5
53	2	3	3	3	2.75	4	3	3	4	3.5

Lampiran 3a (lanjutan)

Resp	SMM					CRM				
	SMM1	SMM2	SMM3	SMM4	SMM	CRM1	CRM2	CRM3	CRM4	CRM
54	4	4	4	5	4.25	4	4	5	4	4.25
55	3	3	3	3	3	3	4	3	4	3.5
56	3	2	3	3	2.75	4	3	3	4	3.5
57	4	3	3	4	3.5	4	4	3	4	3.75
58	4	5	5	4	4.5	5	5	4	4	4.5
59	4	4	4	3	3.75	4	3	3	4	3.5
60	3	3	2	3	2.75	4	3	4	4	3.75
61	4	4	4	3	3.75	4	4	3	3	3.5
62	4	4	3	4	3.75	3	4	3	4	3.5
63	4	4	4	3	3.75	3	3	3	3	3
64	4	3	3	4	3.5	4	5	4	4	4.25
65	3	4	4	3	3.5	4	4	4	4	4
66	2	3	3	3	2.75	4	4	4	3	3.75
67	2	2	2	3	2.25	4	3	4	4	3.75
68	3	3	2	2	2.5	3	4	3	4	3.5
69	4	3	3	3	3.25	4	4	4	4	4
70	4	5	4	4	4.25	4	4	4	4	4
71	3	3	3	3	3	4	4	4	4	4
72	3	3	2	3	2.75	4	4	4	4	4
73	4	3	4	3	3.5	5	5	4	4	4.5
74	4	4	3	3	3.5	3	3	4	4	3.5
75	3	3	4	3	3.25	4	4	4	4	4
76	2	2	2	3	2.25	4	3	4	4	3.75
77	2	2	2	2	2	3	4	4	3	3.5
78	3	3	3	2	2.75	3	4	4	3	3.5
79	2	3	3	2	2.5	4	4	3	3	3.5
80	3	3	3	3	3	4	4	3	4	3.75

Lampiran 3a (lanjutan)

Resp	SMM					CRM				
	SMM1	SMM2	SMM3	SMM4	SMM	CRM1	CRM2	CRM3	CRM4	CRM
81	4	4	4	4	4	4	3	4	4	3.75
82	4	4	4	4	4	4	4	4	4	4
83	4	3	4	3	3.5	5	5	5	5	5
84	3	3	4	3	3.25	4	4	4	5	4.25
85	4	4	3	4	3.75	4	4	4	5	4.25
86	4	3	4	3	3.5	4	4	4	3	3.75
87	4	3	3	3	3.25	4	4	4	4	4
88	3	4	4	3	3.5	4	4	4	4	4
89	3	3	3	2	2.75	4	4	4	3	3.75
90	3	3	2	3	2.75	4	4	4	4	4
91	4	4	5	4	4.25	4	4	4	5	4.25
92	4	3	4	3	3.5	4	4	4	5	4.25
93	4	4	3	4	3.75	4	4	4	4	4
94	4	4	4	4	4	4	4	5	4	4.25
95	4	3	3	3	3.25	4	5	4	4	4.25
96	4	3	4	3	3.5	4	4	4	4	4
97	3	3	3	3	3	4	4	4	4	4
98	3	3	3	3	3	4	4	3	4	3.75
99	3	3	3	4	3.25	5	4	5	4	4.5
100	2	2	3	3	2.5	4	3	4	4	3.75
101	2	3	3	3	2.75	4	4	4	3	3.75
102	2	2	2	2	2	4	3	3	3	3.25
103	3	3	4	3	3.25	4	4	4	4	4
104	3	4	3	4	3.5	4	4	4	4	4
105	3	3	3	3	3	4	4	4	4	4
106	3	2	3	3	2.75	4	4	4	4	4
107	2	3	2	2	2.25	3	3	3	4	3.25

Lampiran 3a (lanjutan)

Resp	SMM					CRM				
	SMM1	SMM2	SMM3	SMM4	SMM	CRM1	CRM2	CRM3	CRM4	CRM
108	3	4	4	3	3.5	4	4	4	4	4
109	3	3	3	4	3.25	4	4	4	5	4.25
110	2	2	2	3	2.25	4	4	4	3	3.75
111	4	5	4	4	4.25	3	4	4	4	3.75
112	3	3	3	2	2.75	4	4	4	4	4
113	4	4	3	3	3.5	3	3	3	3	3
114	3	2	3	2	2.5	3	3	4	4	3.5
115	3	3	3	3	3	4	3	3	3	3.25
116	3	3	3	2	2.75	4	3	3	3	3.25
117	3	4	4	3	3.5	3	3	2	3	2.75
118	4	4	3	3	3.5	3	2	2	3	2.5
119	4	3	4	3	3.5	3	3	3	4	3.25
120	3	4	4	3	3.5	3	3	3	3	3
121	4	4	4	4	4	3	3	3	4	3.25
122	4	3	3	3	3.25	4	5	4	5	4.5
123	4	4	3	3	3.5	5	5	5	5	5
124	3	3	3	2	2.75	4	4	5	4	4.25
125	3	3	3	2	2.75	4	4	5	3	4
126	4	3	3	2	3	3	3	3	3	3
127	4	3	3	3	3.25	3	3	3	3	3
128	3	3	4	3	3.25	3	3	3	4	3.25
129	4	3	3	3	3.25	3	3	4	3	3.25
130	3	4	3	3	3.25	3	4	3	4	3.5
131	3	3	3	3	3	4	3	3	4	3.5
132	4	4	4	3	3.75	5	4	4	4	4.25
133	4	3	4	3	3.5	4	3	3	4	3.5
134	2	3	3	3	2.75	3	4	3	4	3.5

Lampiran 3a (lanjutan)

Resp	SMM					CRM				
	SMM1	SMM2	SMM3	SMM4	SMM	CRM1	CRM2	CRM3	CRM4	CRM
135	4	4	4	4	4	4	4	4	4	4
136	3	3	3	3	3	5	5	5	5	5
137	4	4	4	4	4	4	3	3	5	3.75
138	4	4	4	4	4	4	4	3	4	3.75
139	3	3	3	3	3	4	3	4	4	3.75
140	3	3	4	3	3.25	4	4	4	4	4
141	4	5	4	4	4.25	4	4	4	4	4
142	4	4	3	4	3.75	5	4	5	4	4.5
143	3	3	3	3	3	5	5	4	4	4.5
144	4	3	3	3	3.25	5	4	5	5	4.75
145	3	3	3	3	3	5	5	4	5	4.75
146	2	2	2	3	2.25	5	5	5	5	5
147	4	3	3	2	3	4	5	4	5	4.5
148	3	3	3	2	2.75	5	4	5	4	4.5
149	2	2	2	2	2	4	3	3	3	3.25
150	3	2	3	3	2.75	4	3	3	3	3.25
151	2	3	2	2	2.25	4	4	4	3	3.75
152	3	4	3	3	3.25	4	4	4	3	3.75
153	4	4	3	3	3.5	3	4	4	4	3.75
154	3	3	3	3	3	4	4	5	4	4.25
155	3	2	2	2	2.25	4	5	5	4	4.5
156	2	3	3	3	2.75	3	4	3	3	3.25
157	2	2	2	1	1.75	4	4	4	4	4
158	2	2	1	2	1.75	4	4	4	4	4
159	2	2	2	2	2	4	4	4	4	4
160	2	1	2	2	1.75	4	4	4	5	4.25

Lampiran 3b**Jawaban Responden tentang Variabel BE dan PI**

Resp	BE					PI				
	BE1	BE2	BE3	BE4	BE	PI1	PI2	PI3	PI4	PI
1	3	2	3	3	2.75	3	3	3	3	3
2	3	4	4	4	3.75	3	3	3	3	3
3	4	5	4	4	4.25	4	3	3	3	3.25
4	3	4	3	3	3.25	4	4	4	3	3.75
5	3	4	3	3	3.25	4	4	4	3	3.75
6	4	4	4	4	4	4	4	4	4	4
7	4	4	4	3	3.75	4	3	4	4	3.75
8	3	3	3	3	3	4	4	4	3	3.75
9	4	4	4	3	3.75	4	3	4	4	3.75
10	5	5	4	4	4.5	4	4	4	3	3.75
11	3	4	3	3	3.25	3	3	3	3	3
12	3	4	3	4	3.5	4	5	4	3	4
13	3	4	3	3	3.25	2	3	3	3	2.75
14	3	4	3	3	3.25	3	3	3	3	3
15	3	3	3	3	3	3	3	3	4	3.25
16	4	4	4	4	4	4	3	4	4	3.75
17	4	4	3	4	3.75	4	4	4	3	3.75
18	4	4	3	4	3.75	5	4	4	3	4
19	3	4	3	3	3.25	4	4	5	3	4
20	3	3	3	3	3	3	3	3	1	2.5
21	3	3	3	3	3	2	1	1	1	1.25
22	3	3	3	3	3	4	5	5	3	4.25
23	5	5	5	4	4.75	5	5	5	5	5
24	3	3	2	3	2.75	5	4	5	3	4.25
25	3	4	3	3	3.25	5	4	5	3	4.25
26	4	5	5	4	4.5	4	5	4	4	4.25

Lampiran 3b (lanjutan)

Resp	BE					PI				
	BE1	BE2	BE3	BE4	BE	PI1	PI2	PI3	PI4	PI
27	3	3	3	3	3	3	2	3	3	2.75
28	3	3	3	3	3	3	3	3	3	3
29	3	3	3	3	3	4	3	4	3	3.5
30	4	3	3	4	3.5	3	3	4	3	3.25
31	2	2	2	3	2.25	2	2	3	3	2.5
32	2	2	3	2	2.25	4	4	3	3	3.5
33	4	3	4	4	3.75	3	4	3	3	3.25
34	3	3	3	3	3	3	3	3	3	3
35	3	3	3	3	3	2	3	2	4	2.75
36	4	3	3	3	3.25	3	3	3	3	3
37	4	3	4	3	3.5	3	4	4	4	3.75
38	4	3	4	3	3.5	4	3	4	4	3.75
39	4	3	4	3	3.5	4	3	4	4	3.75
40	5	5	4	4	4.5	3	3	3	3	3
41	4	4	4	3	3.75	3	4	4	3	3.5
42	3	3	3	3	3	2	2	3	3	2.5
43	4	4	4	4	4	2	3	3	3	2.75
44	3	3	3	2	2.75	2	3	3	3	2.75
45	5	5	4	4	4.5	4	4	5	3	4
46	4	4	3	4	3.75	4	3	4	4	3.75
47	3	4	3	4	3.5	3	3	4	4	3.5
48	4	4	4	3	3.75	2	2	3	3	2.5
49	3	3	3	3	3	4	3	3	3	3.25
50	3	3	3	3	3	3	3	3	3	3
51	4	3	3	3	3.25	4	4	5	1	3.5
52	4	4	3	4	3.75	3	5	4	1	3.25
53	4	4	3	3	3.5	3	2	2	3	2.5

Lampiran 3b (lanjutan)

Resp	BE					PI				
	BE1	BE2	BE3	BE4	BE	PI1	PI2	PI3	PI4	PI
54	4	4	4	4	4	4	4	4	5	4.25
55	4	4	4	3	3.75	4	3	4	3	3.5
56	4	4	4	3	3.75	4	4	4	3	3.75
57	4	4	4	4	4	4	4	4	4	4
58	4	4	4	4	4	4	4	4	3	3.75
59	3	4	4	3	3.5	4	4	4	3	3.75
60	3	4	4	3	3.5	4	4	4	3	3.75
61	3	4	4	3	3.5	4	4	3	3	3.5
62	4	4	4	4	4	4	4	4	3	3.75
63	4	3	3	4	3.5	2	3	3	3	2.75
64	4	4	3	3	3.5	4	5	4	3	4
65	3	4	3	3	3.25	4	4	4	3	3.75
66	4	3	4	3	3.5	4	4	4	4	4
67	2	2	2	3	2.25	4	3	4	3	3.5
68	5	5	4	4	4.5	4	4	4	4	4
69	5	5	4	4	4.5	4	4	4	4	4
70	4	4	4	4	4	4	4	4	4	4
71	5	5	5	5	5	4	4	4	4	4
72	5	5	5	4	4.75	4	3	4	3	3.5
73	4	4	4	4	4	4	5	4	3	4
74	5	4	4	4	4.25	4	4	4	3	3.75
75	4	4	4	4	4	5	4	5	3	4.25
76	4	4	5	4	4.25	3	4	4	4	3.75
77	4	4	4	3	3.75	4	3	4	4	3.75
78	4	4	4	4	4	3	3	4	3	3.25
79	3	4	4	3	3.5	4	4	3	3	3.5
80	5	4	5	4	4.5	2	3	2	3	2.5

Lampiran 3b (lanjutan)

Resp	BE					PI				
	BE1	BE2	BE3	BE4	BE	PI1	PI2	PI3	PI4	PI
81	4	5	4	4	4.25	4	5	4	3	4
82	5	5	5	4	4.75	5	4	5	3	4.25
83	5	5	5	4	4.75	5	5	5	4	4.75
84	4	4	3	4	3.75	5	5	4	4	4.5
85	4	5	5	5	4.75	4	5	4	3	4
86	3	4	4	4	3.75	4	4	5	4	4.25
87	4	4	4	4	4	4	3	4	3	3.5
88	4	4	4	4	4	5	4	4	4	4.25
89	5	5	4	4	4.5	4	3	4	4	3.75
90	4	5	4	4	4.25	4	4	4	5	4.25
91	5	4	5	5	4.75	4	5	4	4	4.25
92	5	4	5	5	4.75	3	3	4	3	3.25
93	4	4	4	4	4	4	4	3	4	3.75
94	3	4	4	4	3.75	5	4	5	5	4.75
95	3	4	4	4	3.75	4	3	4	3	3.5
96	3	4	4	4	3.75	4	4	4	4	4
97	4	3	3	4	3.5	3	3	3	3	3
98	4	4	4	4	4	4	3	4	3	3.5
99	3	4	4	3	3.5	4	3	4	4	3.75
100	4	4	4	3	3.75	3	3	3	3	3
101	3	3	4	3	3.25	3	3	4	4	3.5
102	3	3	3	4	3.25	4	4	4	3	3.75
103	3	4	4	4	3.75	4	4	4	3	3.75
104	3	4	4	3	3.5	4	4	4	4	4
105	3	3	4	3	3.25	4	4	4	4	4
106	4	4	3	3	3.5	4	4	4	3	3.75
107	3	4	4	4	3.75	4	3	4	4	3.75

Lampiran 3b (lanjutan)

Resp	BE					PI				
	BE1	BE2	BE3	BE4	BE	PI1	PI2	PI3	PI4	PI
108	4	5	5	4	4.5	4	4	5	4	4.25
109	4	5	4	4	4.25	4	5	4	4	4.25
110	4	3	3	4	3.5	4	4	4	4	4
111	4	5	4	4	4.25	5	4	5	4	4.5
112	3	4	3	4	3.5	4	4	4	3	3.75
113	4	4	3	4	3.75	4	4	4	4	4
114	4	3	3	4	3.5	4	4	4	3	3.75
115	4	4	4	4	4	4	4	4	4	4
116	3	3	3	2	2.75	5	4	4	3	4
117	4	5	4	5	4.5	4	4	5	4	4.25
118	4	4	4	4	4	4	4	4	4	4
119	3	4	4	4	3.75	4	4	4	3	3.75
120	4	5	5	5	4.75	5	5	4	4	4.5
121	4	5	4	5	4.5	4	5	5	4	4.5
122	4	5	4	4	4.25	4	4	4	4	4
123	4	4	3	4	3.75	4	4	4	4	4
124	4	4	4	4	4	4	4	5	3	4
125	4	5	4	4	4.25	4	4	4	5	4.25
126	4	3	4	4	3.75	3	4	4	5	4
127	3	3	4	3	3.25	4	4	4	4	4
128	4	3	4	4	3.75	4	3	4	3	3.5
129	4	3	4	3	3.5	3	4	4	4	3.75
130	4	4	3	3	3.5	4	4	4	5	4.25
131	3	4	4	4	3.75	4	4	3	5	4
132	4	4	5	4	4.25	5	4	5	3	4.25
133	4	4	5	4	4.25	5	4	5	3	4.25
134	3	3	4	3	3.25	4	4	4	4	4

Lampiran 3b (lanjutan)

Resp	BE					PI				
	BE1	BE2	BE3	BE4	BE	PI1	PI2	PI3	PI4	PI
135	5	4	4	4	4.25	4	5	4	3	4
136	5	4	4	4	4.25	5	4	4	2	3.75
137	5	4	5	5	4.75	4	4	3	3	3.5
138	5	4	4	5	4.5	4	4	5	4	4.25
139	5	4	5	5	4.75	4	4	5	3	4
140	5	4	4	5	4.5	4	4	5	4	4.25
141	5	5	4	5	4.75	5	5	4	3	4.25
142	4	4	4	4	4	5	4	4	3	4
143	4	5	5	5	4.75	3	4	4	5	4
144	4	5	4	4	4.25	5	4	4	3	4
145	4	4	5	4	4.25	4	5	5	3	4.25
146	4	4	5	4	4.25	5	4	4	3	4
147	5	4	5	5	4.75	5	4	4	4	4.25
148	5	5	4	4	4.5	5	5	4	3	4.25
149	4	4	4	4	4	4	4	3	3	3.5
150	4	4	4	4	4	4	4	3	3	3.5
151	4	3	4	3	3.5	4	4	4	3	3.75
152	1	1	1	1	1	3	3	3	3	3
153	3	3	3	4	3.25	3	3	2	3	2.75
154	3	3	3	3	3	3	3	3	3	3
155	3	3	3	3	3	4	4	4	4	4
156	4	4	4	4	4	4	3	3	3	3.25
157	4	4	4	3	3.75	4	5	5	4	4.5
158	3	4	4	4	3.75	3	3	3	3	3
159	4	5	4	4	4.25	4	5	4	4	4.25
160	4	4	4	4	4	4	5	4	4	4.25

Lampiran 4.

Frekuensi Responden

Apakah saudara berdomisili di Surabaya?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	160	100,0	100,0	100,0

Apakah saudara berkeinginan untuk membeli motor Honda?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	160	100,0	100,0	100,0

Pernahkah saudara mengunjungi website Honda di media sosial?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pernah	160	100,0	100,0	100,0

Pernahkah saudara menjadi komunitas motor Honda di media online?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pernah	160	100,0	100,0	100,0

Lampiran 4 (lanjutan)

Jenis Kelamin Anda

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	67	41,9	41,9	41,9
Perempuan	93	58,1	58,1	100,0
Total	160	100,0	100,0	

Berapakah usia anda saat ini?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 sampai 30 tahun	40	25,0	25,0	25,0
31 sampai 40 tahun	53	33,1	33,1	58,1
41 sampai 50 tahun	39	24,4	24,4	82,5
Lebih dari 51 tahun	28	17,5	17,5	100,0
Total	160	100,0	100,0	

Pendidikan terakhir Anda

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMU atau sederajat	51	31,9	31,9	31,9
Diploma	28	17,5	17,5	49,4
S1	65	40,6	40,6	90,0
S2/S3	16	10,0	10,0	100,0
Total	160	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	12	7,5	7,5	7,5
Pegawai Swasta	94	58,8	58,8	66,3
Pegawai Negeri	11	6,9	6,9	73,1
Wiraswasta	36	22,5	22,5	95,6
Lain lain	7	4,4	4,4	100,0
Total	160	100,0	100,0	

Lampiran 5**Statistik Deskriptif****Variabel *Social Media Marketing* (SMM)**

	N	Minimum	Maximum	Mean	Std. Deviation
SMM1	160	1.00	5.00	3.0938	.81493
SMM2	160	1.00	5.00	3.0875	.80398
SMM3	160	1.00	5.00	3.0625	.76633
SMM4	160	1.00	5.00	2.9563	.74688
Valid N (listwise)	160				

Variabel *Customer Relationship Management* (CRM)

	N	Minimum	Maximum	Mean	Std. Deviation
CRM1	160	2.00	5.00	3.8313	.67500
CRM2	160	2.00	5.00	3.7688	.72876
CRM3	160	2.00	5.00	3.7313	.75003
CRM4	160	2.00	5.00	3.7813	.62114
Valid N (listwise)	160				

Variabel *Brand Equity* (BE)

	N	Minimum	Maximum	Mean	Std. Deviation
BE1	160	1.00	5.00	3.7688	.74582
BE2	160	1.00	5.00	3.8625	.75642
BE3	160	1.00	5.00	3.7625	.72240
BE4	160	1.00	5.00	3.6688	.68883
Valid N (listwise)	160				

Lampiran 5 (lanjutan)

Variabel Purchase Intention (PI)

	N	Minimum	Maximum	Mean	Std. Deviation
PI1	160	2.00	5.00	3.8125	.74553
PI2	160	1.00	5.00	3.7500	.75235
PI3	160	1.00	5.00	3.8563	.71680
PI4	160	1.00	5.00	3.4000	.71989
Valid N (listwise)	160				

Lampiran 6

Uji Normalitas

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
SMM1	3.094	0.815	48.020	-0.040	-0.427	0.606	1	5.377	2
SMM2	3.088	0.804	48.576	0.042	0.072	0.857	2	4.912	7
SMM3	3.063	0.766	50.550	-0.046	-0.097	0.923	2	5.202	2
SMM4	2.956	0.747	50.067	0.060	0.304	0.850	2	4.789	5
CRM1	3.831	0.675	71.796	-0.121	0.129	2.083	4	5.045	21
CRM2	3.769	0.729	65.414	-0.070	-0.190	1.981	5	5.020	23
CRM3	3.731	0.750	62.927	-0.054	-0.255	1.959	6	5.013	23
CRM4	3.781	0.621	77.003	0.016	-0.024	1.806	1	5.010	16
BEQ1	3.769	0.746	63.918	-0.062	-0.162	1.478	1	5.031	24
BEQ2	3.862	0.756	64.590	-0.159	-0.090	1.541	1	5.059	29
BEQ3	3.763	0.722	65.881	-0.076	-0.025	1.532	1	5.046	21
BEQ4	3.669	0.689	67.370	-0.038	0.094	1.521	1	5.052	14
PI1	3.813	0.746	64.685	-0.163	0.100	2.196	10	5.126	22
PI2	3.750	0.752	63.048	-0.112	-0.026	1.445	1	5.056	22
PI3	3.856	0.717	68.050	-0.170	0.210	1.628	1	5.084	24
PI4	3.400	0.720	59.741	0.250	0.242	1.500	4	5.036	9

Test of Univariate Normality for Continuous Variables

Variable	Z-Score	Skewness		Z-Score	P-Value	Kurtosis		Skewness and Kurtosis	
		P-Value				Chi-Square	P-Value		
SMM1	-0.216	0.829	-1.281	0.200	1.687	0.430			
SMM2	0.225	0.822	0.352	0.725	0.175	0.916			
SMM3	-0.245	0.806	-0.115	0.909	0.073	0.964			
SMM4	0.318	0.750	0.896	0.370	0.904	0.636			
CRM1	-0.644	0.520	0.495	0.620	0.660	0.719			
CRM2	-0.371	0.710	-0.404	0.686	0.301	0.860			
CRM3	-0.285	0.775	-0.624	0.533	0.470	0.790			
CRM4	0.085	0.932	0.095	0.925	0.016	0.992			
BEQ1	-0.332	0.740	-0.314	0.754	0.209	0.901			
BEQ2	-0.842	0.400	-0.093	0.926	0.718	0.698			
BEQ3	-0.403	0.687	0.091	0.927	0.171	0.918			
BEQ4	-0.204	0.838	0.407	0.684	0.207	0.902			
PI1	-0.866	0.386	0.422	0.673	0.928	0.629			
PI2	-0.597	0.550	0.090	0.928	0.365	0.833			
PI3	-0.898	0.369	0.688	0.492	1.280	0.527			
PI4	1.317	0.188	0.760	0.448	2.312	0.315			

Relative Multivariate Kurtosis = 0.982

Lampiran 6 (lanjutan)

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness & Kurtosis	
Value	Z-Score	p _{value}	Value	Z-Score	p _{value}	Chi-Square	p _{value}
30.609	0.022	0.982	282.881	-0.364	0.716	0.133	0.936

Lampiran 7

Output Text

L I S R E L 8.70

BY

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The following lines were read from file D:\Lisrel\Lisrel.COV.spl:

Pengaruh Social Media Marketing terhadap Purchase Intention melalui
CRM dan Brand Equity. pada konsumen Honda di Surabaya
OBSERVED VARIABLE SMM1 SMM2 SMM3 SMM4 CRM1 CRM2
CRM3 CRM4 BE1 BE2 BE3 BE4 PI1 PI2 PI3 PI4
COVARIANCE MATRIX FROM FILE E:\Lisrel\Lisrel.COV
SAMPLE SIZE 160
LATENT VARIABLES SMM CRM BE PI
RELATIONSHIPS:
SMM1 = 1*SMM
SMM2-SMM4 = SMM
CRM1 = 1*CRM
CRM2-CRM4 = CRM
BE1 = 1*BE
BE2-BE4 = BE
PI1 = 1*PI
PI2-PI4 = PI

CRM = SMM
 BE = SMM
 PI = SMM CRM BE
 OPTIONS: SS SC EF RS AD=OFF
 PATH DIAGRAM
 END OF PROGRAM
 Sample Size = 160

Pengaruh Social Media Marketing terhadap Purchase Intention melalui CRM dan Brand Equity. pada konsumen Honda di Surabaya

Covariance Matrix

	CRM1	CRM2	CRM3	CRM4	BE1	BE2
CRM1	0.46					
CRM2	0.33	0.53				
CRM3	0.33	0.37	0.56			
CRM4	0.19	0.20	0.22	0.39		
BEQ1	0.08	0.11	0.09	0.13	0.56	
BEQ2	0.10	0.11	0.10	0.14	0.34	0.57
BEQ3	0.10	0.08	0.07	0.15	0.33	0.33
BEQ4	0.05	0.05	0.04	0.14	0.33	0.31
PI1	0.16	0.16	0.18	0.16	0.15	0.22
PI2	0.17	0.15	0.16	0.17	0.17	0.24
PI3	0.13	0.16	0.20	0.13	0.16	0.19
PI4	0.02	0.05	0.07	0.07	0.07	0.14
SMM1	0.08	0.11	0.13	0.14	0.16	0.16
SMM2	0.05	0.11	0.08	0.08	0.11	0.15
SMM3	0.06	0.07	0.06	0.09	0.14	0.14
SMM4	0.08	0.10	0.08	0.10	0.09	0.09

Covariance Matrix

	BE3	BE4	PI1	PI2	PI3	PI4
BE3	0.52					
BE4	0.29	0.47				
PI1	0.16	0.14	0.56			
PI2	0.18	0.19	0.32	0.57		

PI3	0.16	0.15	0.34	0.30	0.51	
PI4	0.15	0.11	0.09	0.12	0.13	0.52
SMM1	0.15	0.17	0.21	0.22	0.20	0.12
SMM2	0.12	0.12	0.19	0.14	0.15	0.10
SMM3	0.14	0.17	0.18	0.18	0.18	0.08
SMM4	0.09	0.08	0.09	0.08	0.07	0.04

Covariance Matrix

	SMM1	SMM2	SMM3	SMM4
	-----	-----	-----	-----
SMM1	0.66			
SMM2	0.46	0.65		
SMM3	0.43	0.44	0.59	
SMM4	0.33	0.34	0.29	0.56

Pengaruh Social Media Marketing terhadap Purchase Intention melalui CRM dan Brand Equity. pada konsumen Honda di Surabaya

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CRM1 = 1.00*CRM, Errorvar.= 0.17 , R² = 0.64
(0.026)
6.39

CRM2 = 1.11*CRM, Errorvar.= 0.18 , R² = 0.67
(0.11) (0.030)
10.43 6.00

CRM3 = 1.14*CRM, Errorvar.= 0.18 , R² = 0.67
(0.11) (0.031)
10.46 5.94

CRM4 = 0.67*CRM, Errorvar.= 0.26 , R² = 0.33
(0.093) (0.031)

7.15 8.22

BE1 = 1.00*BEQ, Errorvar.= 0.21 , R² = 0.62
(0.032)
6.57

BE2 = 0.99*BEQ, Errorvar.= 0.23 , R² = 0.60
(0.10) (0.034)
9.76 6.81

BE3 = 0.95*BEQ, Errorvar.= 0.21 , R² = 0.59
(0.097) (0.031)
9.74 6.84

BE4 = 0.92*BEQ, Errorvar.= 0.18 , R² = 0.61
(0.093) (0.028)
9.89 6.67

PI1 = 1.00*PI, Errorvar.= 0.21 , R² = 0.61
(0.035)
6.02

PI2 = 0.94*PI, Errorvar.= 0.26 , R² = 0.53
(0.11) (0.038)
8.59 6.84

PI3 = 0.96*PI, Errorvar.= 0.20 , R² = 0.61
(0.11) (0.033)
9.07 6.03

PI4 = 0.37*PI, Errorvar.= 0.47 , R² = 0.087
(0.11) (0.054)
3.42 8.75

SMM1 = 1.00*SMM, Errorvar.= 0.20 , R² = 0.70
(0.033)
6.17

$$\text{SMM2} = 1.00 * \text{SMM}, \text{Errorvar.} = 0.19, R^2 = 0.71$$

(0.083)	(0.031)
12.01	5.95

$$\text{SMM3} = 0.93 * \text{SMM}, \text{Errorvar.} = 0.19, R^2 = 0.68$$

(0.079)	(0.029)
11.73	6.34

$$\text{SMM4} = 0.70 * \text{SMM}, \text{Errorvar.} = 0.33, R^2 = 0.41$$

(0.083)	(0.041)
8.42	8.13

Structural Equations

$$\text{CRM} = 0.20 * \text{SMM}, \text{Errorvar.} = 0.27, R^2 = 0.065$$

(0.072)	(0.048)
2.80	5.63

$$\text{BE} = 0.33 * \text{SMM}, \text{Errorvar.} = 0.29, R^2 = 0.15$$

(0.079)	(0.054)
4.25	5.47

$$\text{PI} = 0.39 * \text{CRM} + 0.36 * \text{BEQ} + 0.21 * \text{SMM}, \text{Errorvar.} = 0.18, R^2 = 0.47$$

(0.092)	(0.089)	(0.076)	(0.038)
4.23	4.05	2.77	4.64

Reduced Form Equations

$$\text{CRM} = 0.20 * \text{SMM}, \text{Errorvar.} = 0.27, R^2 = 0.065$$

(0.072)
2.80

$$\text{BE} = 0.33 * \text{SMM}, \text{Errorvar.} = 0.29, R^2 = 0.15$$

(0.079)
4.25

$$\text{PI} = 0.41 * \text{SMM}, \text{Errorvar.} = 0.25, R^2 = 0.23$$

(0.080)
5.14

Variances of Independent Variables

SMM

0.46
(0.07)
6.19

Covariance Matrix of Latent Variables

	CRM	BEQ	PI	SMM
	-----	-----	-----	-----
CRM	0.29			
BE	0.03	0.35		
PI	0.14	0.17	0.33	
SMM	0.09	0.15	0.19	0.46

Goodness of Fit Statistics

Degrees of Freedom = 99

Minimum Fit Function Chi-Square = 103.04 (P = 0.37)

Normal Theory Weighted Least Squares Chi-Square = 98.94
(P= 0.48)

Estimated Non-centrality Parameter (NCP) = 0.0

90 Percent Confidence Interval for NCP = (0.0 ; 27.38)

Minimum Fit Function Value = 0.65

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.17)

Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.042)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.99

Expected Cross-Validation Index (ECVI) = 1.09

90 Percent Confidence Interval for ECVI = (1.09 ; 1.26)

ECVI for Saturated Model = 1.71

ECVI for Independence Model = 13.73

Chi-Square for Independence Model with 120 Degrees of Freedom =
2151.66

Independence AIC = 2183.66

Model AIC = 172.94

Saturated AIC = 272.00

Independence CAIC = 2248.86

Model CAIC = 323.72

Saturated CAIC = 826.22

Normed Fit Index (NFI) = 0.95

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.79

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 208.78

Root Mean Square Residual (RMR) = 0.037

Standardized RMR = 0.074

Goodness of Fit Index (GFI) = 0.93

Adjusted Goodness of Fit Index (AGFI) = 0.90

Parsimony Goodness of Fit Index (PGFI) = 0.68

Pengaruh Social Media Marketing terhadap Purchase Intention melalui
CRM dan Brand Equity. pada konsumen Honda di Surabaya

Standardized Solution

LAMBDA-Y

	CRM	BE	PI
	-----	-----	-----
CRM1	0.54	--	--
CRM2	0.59	--	--
CRM3	0.61	--	--

CRM4	0.36	--	--
BE1	--	0.59	--
BE2	--	0.58	--
BE3	--	0.56	--
BE4	--	0.54	--
PI1	--	--	0.58
PI2	--	--	0.54
PI3	--	--	0.55
PI4	--	--	0.21

LAMBDA-X

	SMM

SMM1	0.68
SMM2	0.68
SMM3	0.63
SMM4	0.48

BETA

	CRM	BE	PI
	-----	-----	-----
CRM	--	--	--
BE	--	--	--
PI	0.36	0.37	--

GAMMA

	SMM

CRM	0.25
BE	0.39
PI	0.25

Correlation Matrix of ETA and KSI

CRM BE PI SMM

CRM	1.00			
BE	0.10	1.00		
PI	0.46	0.50	1.00	
SMM	0.25	0.39	0.48	1.00

PSI

Note: This matrix is diagonal.

CRM	BE	PI
-----	-----	-----
0.94	0.85	0.53

Regression Matrix ETA on KSI (Standardized)

	SMM

CRM	0.25
BE	0.39
PI	0.48

Pengaruh Social Media Marketing terhadap Purchase Intention melalui CRM dan Brand equity

Completely Standardized Solution

LAMBDA-Y

	CRM	BE	PI
	-----	-----	-----
CRM1	0.80	--	--
CRM2	0.82	--	--
CRM3	0.82	--	--
CRM4	0.58	--	--
BE1	--	0.79	--
BE2	--	0.77	--

BE3	--	0.77	--
BE4	--	0.78	--
PI1	--	--	0.78
PI2	--	--	0.73
PI3	--	--	0.78
PI4	--	--	0.29

LAMBDA-X

	SMM

SMM1	0.83
SMM2	0.84
SMM3	0.83
SMM4	0.64

BETA

	CRM	BE	PI
	-----	-----	-----
CRM	--	--	--
BE	--	--	--
PI	0.36	0.37	--

GAMMA

	SMM

CRM	0.25
BE	0.39
PI	0.25

Correlation Matrix of ETA and KSI

	CRM	BE	PI	SMM
	-----	-----	-----	-----
CRM	1.00			
BE	0.10	1.00		
PI	0.46	0.50	1.00	

SMM	0.25	0.39	0.48	1.00
-----	------	------	------	------

PSI

Note: This matrix is diagonal.

	CRM	BE	PI
-	-----	-----	-----
	0.94	0.85	0.53

THETA-EPS

CRM1	CRM2	CRM3	CRM4	BE1	BE2
-----	-----	-----	-----	-----	-----
0.36	0.33	0.33	0.67	0.38	0.40

THETA-EPS

BE3	BE4	PI1	PI2	PI3	PI4
-----	-----	-----	-----	-----	-----
0.41	0.39	0.39	0.47	0.39	0.91

THETA-DELTA

SMM1	SMM2	SMM3	SMM4
-----	-----	-----	-----
0.30	0.29	0.32	0.5

Regression Matrix ETA on KSI (Standardized)

	SMM

CRM	0.25
BE	0.39
PI	0.48

Pengaruh Social Media Marketing terhadap Purchase Intention melalui CRM dan Brand Equity pada konsumen Honda di Surabaya

Total and Indirect Effects

Total Effects of KSI on ETA

	SMM

CRM	0.20 (0.07) 2.80
BE	0.33 (0.08) 4.25
PI	0.41 (0.08) 5.14

Indirect Effects of KSI on ETA

	SMM

CRM	- -
BE	- -
PI	0.20 (0.05) 3.81

Total Effects of ETA on ETA

	CRM	BEQ	PI
	-----	-----	-----
CRM	- -	- -	- -
BE	- -	- -	- -

PI	0.39	0.36	--
	(0.09)	(0.09)	
	4.23	4.05	

Largest Eigenvalue of $B*B'$ (Stability Index) is 0.282

Total Effects of ETA on Y

	CRM	BE	PI
	-----	-----	-----
CRM1	1.00	--	--
CRM2	1.11 (0.11) 10.43	--	--
CRM3	1.14 (0.11) 10.46	--	--
CRM4	0.67 (0.09) 7.15	--	--
BE1	--	1.00	--
BE2	--	0.99 (0.10) 9.76	--
BE3	--	0.95 (0.10) 9.74	--
BE4	--	0.92 (0.09) 9.89	--

PI1	0.39 (0.09) 4.23	0.36 (0.09) 4.05	1.00
PI2	0.37 (0.09) 4.16	0.34 (0.09) 3.99	0.94 (0.11) 8.59
PI3	0.37 (0.09) 4.23	0.35 (0.09) 4.05	0.96 (0.11) 9.07
PI4	0.14 (0.05) 2.77	0.13 (0.05) 2.72	0.37 (0.11) 3.42

Indirect Effects of ETA on Y

	CRM	BE	PI
	-----	-----	-----
CRM1	--	--	--
CRM2	--	--	--
CRM3	--	--	--
CRM4	--	--	--
BE1	--	--	--
BE2	--	--	--
BE3	--	--	--
BE4	--	--	--
PI1	0.39 (0.09) 4.23	0.36 (0.09) 4.05	--

PI2	0.37 (0.09) 4.16	0.34 (0.09) 3.99	--
PI3	0.37 (0.09) 4.23	0.35 (0.09) 4.05	--
PI4	0.14 (0.05) 2.77	0.13 (0.05) 2.72	--

Total Effects of KSI on Y

	SMM -----
CRM1	0.20 (0.07) 2.80
CRM2	0.22 (0.08) 2.81
CRM3	0.23 (0.08) 2.8
CRM4	0.13 (0.05) 2.70
BE1	0.33 (0.08) 4.25
BE2	0.33

	(0.08)
	4.23
BE3	0.32
	(0.07)
	4.23
BE4	0.31
	(0.07)
	4.24
PI1	0.41
	(0.08)
	5.14
PI2	0.39
	(0.08)
	5.02
PI3	0.39
	(0.08)
	5.14
PI4	0.15
	(0.05)
	2.99

Pengaruh Social Media Marketing terhadap Purchase Intention melalui CRM dan Brand Equity pada konsumen Honda di Surabaya

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	SMM

CRM	0.25
BE	0.39
PI	0.48

Standardized Indirect Effects of KSI on ETA

	SMM

CRM	--
BE	--
PI	0.24

Standardized Total Effects of ETA on ETA

	CRM	BE	PI
	-----	-----	-----
CRM	--	--	--
BE	--	--	--
PI	0.36	0.37	--

Standardized Total Effects of ETA on Y

	CRM	BEQ	PI
	-----	-----	-----
CRM1	0.54	--	--
CRM2	0.59	--	--
CRM3	0.61	--	--
CRM4	0.36	--	--
BE1	--	0.59	--
BE2	--	0.58	--
BE3	--	0.56	--
BE4	--	0.54	--
PI1	0.21	0.21	0.58
PI2	0.20	0.20	0.54
PI3	0.20	0.20	0.55
PI4	0.08	0.08	0.21

Completely Standardized Total Effects of ETA on Y

	CRM	BEQ	PI
	-----	-----	-----
CRM1	0.80	--	--
CRM2	0.82	--	--
CRM3	0.82	--	--

CRM4	0.58	--	--
BE1	--	0.79	--
BE2	--	0.77	--
BE3	--	0.77	--
BE4	--	0.78	--
PI1	0.28	0.29	0.78
PI2	0.26	0.27	0.73
PI3	0.28	0.29	0.78
PI4	0.11	0.11	0.29

Standardized Indirect Effects of ETA on Y

	CRM	BE	PI
	-----	-----	-----
CRM1	--	--	--
CRM2	--	--	--
CRM3	--	--	--
CRM4	--	--	--
BE1	--	--	--
BE2	--	--	--
BE3	--	--	--
BE4	--	--	--
PI1	0.21	0.21	--
PI2	0.20	0.20	--
PI3	0.20	0.20	--
PI4	0.08	0.08	--

Completely Standardized Indirect Effects of ETA on Y

	CRM	BE	PI
	-----	-----	-----
CRM1	--	--	--
CRM2	--	--	--
CRM3	--	--	--
CRM4	--	--	--
BE1	--	--	--
BE2	--	--	--
BE3	--	--	--
BE4	--	--	--

PI1	0.28	0.29	--
PI2	0.26	0.27	--
PI3	0.28	0.29	--
PI4	0.11	0.11	--

Standardized Total Effects of KSI on Y

	SMM

CRM1	0.14
CRM2	0.15
CRM3	0.16
CRM4	0.09
BE1	0.23
BE2	0.23
BE3	0.22
BE4	0.21
PI1	0.28
PI2	0.26
PI3	0.27
PI4	0.10

Completely Standardized Total Effects of KSI on Y

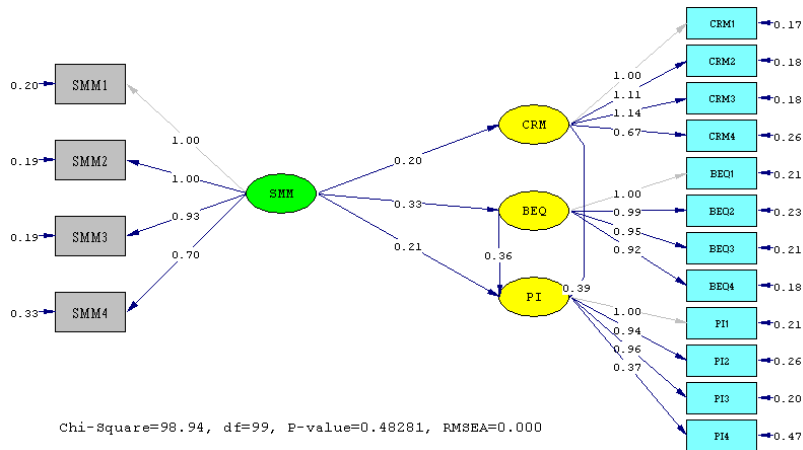
	SMM

CRM1	0.20
CRM2	0.21
CRM3	0.21
CRM4	0.15
BE1	0.31
BE2	0.30
BE3	0.30
BE4	0.30
PI1	0.38
PI2	0.35
PI3	0.38
PI4	0.14

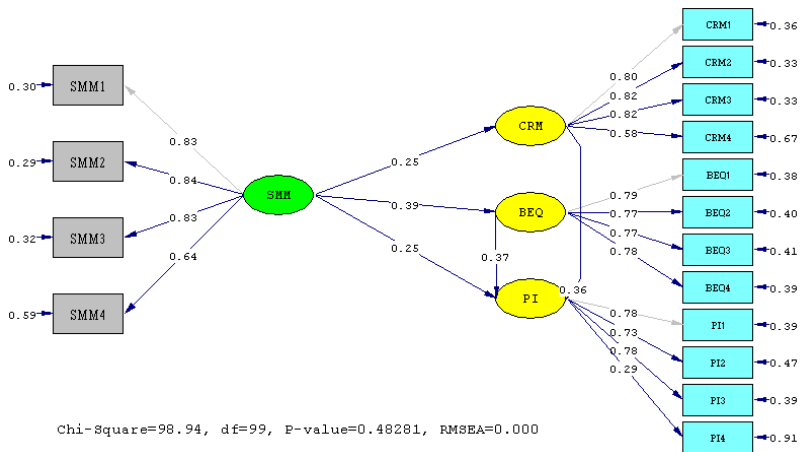
Lampiran 8

Path Diagram

Estimates



Standardized Solution



T value

